

CEVMT

Certificate in Event Management

**Assignments for students admitted in
July 2024 session**



**School of Continuing Education
Indira Gandhi National Open University
Maidan Garhi, New Delhi – 110068**

IMPORTANT
ASSIGNMENTS 1-4

Programme: CEVMT

Dear Learners,

You will have to do five assignments as part of Certificate in Event Management. **DOING ALL FOUR ASSIGNMENTS IS COMPULSORY.** Each assignment has three parts – Long Answer Questions, Medium Answer Questions and Short Answer Questions. Each assignment carries 100 marks - 30 marks for Long Answer Question; 40 marks for Medium Answer Questions; and 30 marks for Short Answer Questions.

Objectives: The assignments are part of your evaluation and the marks will be carried in your grade sheets (refer to Section 7 on Evaluation in your Programme Guide). Another objective of the assignments is to assess how well you have understood the concepts explained in the various Blocks of every Course. This is assessed through the questions given in the assignments. Since the Certificate Programme aims to impart to you the requisite knowledge, understanding and skills, the purpose of the assignments is also to test how far you can apply the concepts to event management. Hence you are free to use as many examples and illustrations in your answers.

It is advised that answers should not be copied directly from the Self Learning Material (printed content) that has been given to you.

SOME DO'S AND DON'T'S ABOUT SENDING IN ASSIGNMENTS

Some Do's

- 1) When you receive the assignment, check it immediately and ask for the missing page(s), if any.
- 2) Submit your assignments on time at your Study Centre. By doing so, you can benefit from your Counselor's comments on your submitted response sheets.
- 3) Maintain an account of the assignments sent to us and the corrected sheets received by you. This will help you maintain the schedule of your work and avoid the possibility of sending the same assignment a second time.

Some Don'ts

- 1) Do not remind us to send back the corrected response sheets. These will be sent to you at the earliest possible.
- 2) Do not misplace / lose your graded assignments. You will need these till the Course is completed.
- 3) Do not enclose doubts for clarification along with the assignment. If you want to draw our attention to something of urgent/important nature, email us separately. Give your roll number, name, address, the title of the Course, the number of the assignment, etc. on top of your letter.

- 1) Write your roll number, name, full address and date on top right corner of the first page of your response sheets.
- 2) Submit each assignment separately. Write the Course title, assignment number and the name of the Study Centre you are attached to, in the center of the first page of your response sheets.

The top of the first page of your response sheets should look like this:

Enrolment No.....	Name.....
Course Title.....	Address.....
Assignment No.....
Study Centre.....	Date.....

Please follow the above format strictly. If you do not follow this format, we will be compelled to return your script to you for re-submission.

- 3) Read the instructions related to assignments printed in the Programme Guide in Section 7.
- 4) Please note that unless you submit all the four assignments contained in this booklet within the stipulated time, you would not be permitted to appear for the term-end examination for the respective Course.
- 5) Submit all the 3 Sections - Long Answer Question, Medium Answer Questions, and Short Answer Questions - of each assignment together, otherwise your assignment would be returned to you without being evaluated.

CERTIFICATE IN EVENT MANAGEMENT

(CEVMT)

ASSIGNMENTS (July 2024 session)

SCHEDULE FOR SUBMISSION OF ASSIGNMENTS

For BHC-011, BHC-012, BHC-013 and BCOLA-138

Assignment Number	Last Date of Submission	Whom to Send
BHC-011/AST/TMA-1/July 2024	30th November 2024 for July 2024 students	The Coordinator of Your Study Centre
BHC-012/AST/TMA-2/July 2024		
BHC-013/AST/TMA-3/July 2024		
BCOLA-138/AST/TMA-4/2023-2024		

Course Code: BHC-011
Course Title: Basics of Event Management
Assignment No.: BHC-011/AST/TMA-1/July 2024
Total Marks: 100

Note: This assignment has three sections. It contains questions, which require long, medium and short answers. A long answer should not exceed 700-900 words. Medium answer should not exceed 400-500 words each. Short answers should not exceed 200 words each.

Long Answer Questions

Maximum Marks: 30

(30 x 1=30)

Attempt any **One** of the following:

- 1) Describe any four types of events in detail based on the purpose or sector to which they belong. Give examples wherever necessary.
- 2) What are the different types of structures of business organization? Explain SWOT analysis of an event management company using suitable examples.
- 3) Write an essay on the skills and competencies required by an event manager to emerge as a professional leader.

Medium Answer Questions

Maximum Marks: 40

(20 x 2=40)

Attempt any **Two** of the following:

- 1) Explain marketing management of an established event management company.
- 2) What are the benefits of a business plan? Explain the content and structure of a business plan.
- 3) Write about the importance of Human Resource Management (HRM) in events in brief. How are recruitment, selection and placement done for the achievement of event goals?
- 4) Explain the planning and steps in building portfolios that can be used to the advantage of an event management company.
- 5) Discuss communication requirements in events, using suitable examples.

Short Answer Questions

Maximum Marks: 30

(5 x 6=30)

Write short notes on any **Five** of the following:

- 1) Regional and Mega events.
- 2) Opportunity and resource analysis.
- 3) Break-even analysis
- 4) Six entrepreneurial competencies required by an event entrepreneur.
- 5) Four characteristics of events
- 6) Public speaking and personal meetings
- 7) Life cycle of an event organization
- 8) Failure of start-up Event Management Companies

Course Code: BHC-012
Course Title: Event Planning
Assignment No.: BHC-012/AST/TMA-2/July 2024
Total Marks: 100

Note: This assignment has three sections. It contains questions, which require long, medium and short answers. A long answer should not exceed 700-900 words. Medium answer should not exceed 400-500 words each. Short answers should not exceed 200 words each.

Long Answer Questions

Maximum Marks: 30

(30 x 1=30)

Attempt any **One** of the following:

- 1) Elaborate on the feasibility assessment parameters / domains of an event.
- 2) Give a detailed account of the types of risks related to events and those encountered during events.
- 3) Describe event design in detail. Draw/paste pictures/ images wherever necessary.

Medium Answer Questions

Maximum Marks: 40

(20 x 2=40)

Attempt any **Two** of the following:

- 1) Explain the elements of the strategic event planning process?
- 2) What are the elements of event logistics? Explain.
- 3) What do you understand by bidding? Explain the key bid components and criteria.
- 4) Describe the steps in developing a strategic event plan.
- 5) Write an essay on the contract management process.

Short Answer Questions

Maximum Marks: 30

(5 x 6 =30)

Write short notes on any **Five** of the following:

- 1) Seven facets of event design
- 2) Four critical factors in winning a bid
- 3) Licenses and approvals for events
- 4) GST and LBET
- 5) Requirements of a good event proposal
- 6) Risk management and Emergency Response Plan
- 7) Components of a contract
- 8) Two theories on motivation

Course Code: BHC-013
Course Title: Event Coordination and Control
Assignment No.: BHC-013/AST/TMA-3/July 2024
Total Marks: 100

Note: This assignment has three sections. It contains questions, which require long, medium and short answers. A long answer should not exceed 700-900 words. Medium answer should not exceed 400-500 words each. Short answers should not exceed 200 words each.

Long Answer Questions

Maximum Marks: 30

(30 x 1=30)

Attempt any **One** of the following:

- 1) Explain the event implementation and execution phases in detail, using diagrams wherever necessary.
- 2) Describe the elements of event staging in detail. Use illustrations wherever necessary.
- 3) Discuss MICE Events. Also give your own case study of an activation / exhibition.

Medium Answer Questions

Maximum Marks: 40

(20 x 2=40)

Attempt any **Two** of the following:

- 1) Discuss the different phases of project management in events.
- 2) Describe staging in the context of event management?
- 3) Write about name the different style of seating.
- 4) Describe selection of colours and mood board.
- 5) Explain the importance of light in stage decoration.

Short Answer Questions

Maximum Marks: 30

(5 x 6=30)

Write short notes on any **Five** of the following:

- 1) Process of control in event management
- 2) Objectives of control methods
- 3) List down the activities which ensure financial control during event management
- 4) Event evaluation process
- 5) Types of information
- 6) Quantitative evaluation approach
- 7) Business events
- 8) Fairs and expos

TUTOR MARKED ASSIGNMENT

COURSE CODE	:	BCOLA -138
COURSE TITLE	:	BUSINESS COMMUNICATION
ASSIGNMENT CODE	:	BCOLA -138/TMA/2023-24
COVERAGE	:	ALL BLOCKS

Note: Attempt all the questions.

Maximum Marks: 100

Section – A

- Q.1** Explain main characteristics of business communication. **(10)**
- Q.2** Describe modern technologies used for business communication. **(10)**
- Q.3** What is meant by ‘Notice’? State the points which should be kept in view before issuing notice of a meeting. **(10)**
- Q.4** What is meant by a conference call? Describe important preparations made for a conference call. **(10)**
- Q.5** Explain different points to be given in the application for a job. **(10)**

Section – B

- Q.6** Describe 10 principles of effective communication. **(6)**
- Q.7** “Paralanguage is a non-verbal communication, but it is always used in conjunction with a verbal communication”. Elaborate. **(6)**
- Q.8** “A good letter is one which is clear and brief”. Comment. **(6)**
- Q.9** What are the various principles of report writing? **(6)**
- Q.10** What is Digital India? Discuss its goals. **(6)**

Section – C

Q.11 Distinguish between the following: (10)

- a) Encoding and Decoding
- b) Intrapersonal Barriers and Interpersonal Barriers
- c) Money order and Telegraphic Money order
- d) Motion and Resolution

Q.12 Write short notes on the following: (10)

- e) Kinesics
- f) Agency Letters
- g) Ballot
- h) Affiliate Marketing